



CRITICAL EVALUATION OF A WEBSITE

Name: _____

Date: _____

URL of page you are evaluating: <http://> _____

1. What does the URL tell you?

- a. Is it a personal page? Yes No
- b. What type of domain is it? _____
 - i. Restricted? Unrestricted?
- c. Who “published” the page?

2. What can you tell about the page itself?

- a. Is the author named? Yes No
- b. If named, who is he/she? _____
- c. Can you email the author? Yes No
- d. Is the page dated? Yes No
- e. Is the page current? Yes No
- f. Are credentials evident? Yes No
 (“About Us”, “Biography”, “Background”, “Philosophy”) If no credentials,
 view sources cited.

3. What can you determine about the content?

- a. Could the text be forged? Yes No Maybe
 - i. Retyped? Linked to original? Copyright provided?
- b. Are there links to other sources Yes No
- c. Do the links work? Yes No
- d. Is there evidence of bias? Are other viewpoints given? Yes No

4. Do some digging...

a. Go to www.alexa.com to find out the following:

- i. High traffic?
- ii. Related Links?
- iii. Contact information?
- iv. Sites linking to this one?
- v. What kind of sites are they?

b. Search for the author in Google. Is this person reputable? Why or Why Not?

c. Who's blogging? Go to <http://blogsearch.google.com> to search either the site's name, author, or URL. What are bloggers saying about the site or author?

d. Who's linking? In a search engine, type the following: link:[enter the URL here, no space after the colon]. Find out what sites are linking to the webpage you are investigating.

5. The Final Verdict:

- a. What is the site's purpose? Inform? Explain? Persuade? Sell? Share?
- b. Is the site ironic? Satire? Parody? (Look for outrageous claims and unlikely images.)

This evaluation is based on information by John Kupersmith of the University of California, Berkeley.

<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html>

